

Programming

Market-by-market sweepstakes: NBC, CBS, ABC

Stations have received their Arbitron books for the February sweeps, which document NBC's prime time victory and CBS's strong second place, the latter on the wings of *Lonesome Dove*.

BROADCASTING's analysis of TV households in prime time for the 212 measured markets shows NBC with 101 outright wins and six ties for first—only slightly down

from its November 1988 totals; CBS with 81 wins and six ties—more than double its November market tally, and ABC, at whose expense came most of the CBS gain, with 22 wins and four ties, less than half of its November total.

The following is a list of network daypart audience estimates for TV households in total survey areas during network prime time

(Monday through Saturday, 8-11 p.m., and Sunday, 7-11 p.m., ET). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary network affiliation in that market. Information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

ADI (rank)	1989 TSA households (000)			ADI (rank)	1989 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	15	20	25	Evansville, Ind. (91)	41	42	43
Albany, Ga. (153)	—	—	52	Fargo, N.D. (109)	28	35	30
Albany-Schenectady-Troy, N.Y. (53)	60	84	74	Flagstaff, Ariz. (205)	—	—	6
Albuquerque, N.M. (56)	60	54	73	Flint-Saginaw-Bay City, Mich. (58)	68	40	91
Alexandria, La. (166)	5	—	41	Florence, S.C. (132)	18	51	—
Alpena, Mich. (211)	—	6	—	Fort Myers-Naples, Fla. (98)	19	42	41
Amarillo, Tex. (116)	27	28	25	Fort Smith, Ark. (140)	21	37	18
Anniston, Ala. (192)	—	13	—	Fort Wayne, Ind. (101)	37	38	34
Ardmore-Ada, Okla. (175)	18	23	19	Fresno-Visalia, Calif. (62)	43	48	53
Atlanta (12)	176	220	264	Gainesville, Fla. (167)	20	—	—
Augusta, Ga. (104)	36	36	29	Glendive, Mont. (212)	—	2	1
Austin, Tex. (69)	39	72	38	Grand Junction, Colo. (179)	6	14	8
Bakersfield, Calif. (145)	22	28	25	Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	81	78	96
Baltimore (22)	130	145	177	Great Falls, Mont. (182)	12	11	6
Bangor, Me. (157)	14	24	23	Green Bay-Appleton, Wis. (67)	60	55	67
Baton Rouge (93)	49	54	47	Greensboro-Winston-Salem-High Point, N.C. (48)	66	100	88
Beaumont-Port Arthur, Tex. (126)	25	40	39	Greenville-New Bern-Washington, N.C. (106)	22	42	61
Bend, Ore. (207)	—	—	5	Greenville-Asheville-Spartanburg, S.C. (36)	78	101	120
Billings-Hardin, Mont. (164)	10	18	13	Greenwood-Greenville, Miss. (170)	20	13	—
Biloxi-Gulfport-Pascagoula, Miss. (158)	30	—	—	Hagerstown, Md. (196)	—	—	22
Binghamton, N.Y. (136)	13	42	19	Harrisburg-Lancaster-Lebanon-York, Pa. (45)	54	67	110
Birmingham, Ala. (47)	73	41	121	Harrisonburg, Va. (199)	15	—	—
Bluefield-Beckley-Oak Hill, W.Va. (144)	18	—	31	Hartford-New Haven, Conn. (23)	101	163	101
Boise, Idaho (137)	22	24	28	Helena, Mont. (209)	—	—	4
Boston (6)	299	277	355	Houston (10)	220	197	209
Bowling Green, Ky. (193)	23	—	—	Huntsville-Decatur-Florence, Ala. (80)	39	48	48
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	18	52	67	Idaho Falls-Pocatello (160)	11	19	16
Buffalo, N.Y. (38)	79	85	105	Indianapolis (26)	106	128	124
Burlington-Plattsburgh, Vt. (92)	13	48	39	Jackson, Miss. (85)	20	60	62
Butte, Mont. (188)	6	11	5	Jackson, Tenn. (180)	22	—	—
Casper-Riverton, Wyo. (191)	3	7	15	Jacksonville, Fla. (57)	39	82	67
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	40	43	60	Johnstown-Altoona, Pa. (88)	13	48	78
Charleston, S.C. (108)	30	44	45	Jonesboro, Ark. (176)	26	—	—
Charleston-Huntington, W.Va. (51)	53	71	105	Joplin, Mo.-Pittsburg, Kan. (121)	35	32	28
Charlotte, N.C. (31)	82	125	57	Kansas City, Mo. (30)	96	131	133
Charlottesville, Va. (198)	—	—	11	Knoxville, Tenn. (60)	52	53	74
Chattanooga (83)	40	50	65	La Crosse-Eau Claire, Wis. (129)	17	29	42
Cheyenne, Wyo.-Scottsbluff, Neb.-String, Colo. (186)	—	15	—	Lafayette, Ind. (194)	—	12	—
Chicago (3)	477	358	494	Lafayette, La. (113)	29	57	—
Chico-Redding, Calif. (143)	29	21	15	Lake Charles, La. (173)	—	—	37
Cincinnati (29)	93	108	123	Lansing, Mich. (105)	—	49	45
Clarksburg-Weston, W.Va. (162)	—	26	21	Laredo, Tex. (199)	7	3	4
Cleveland (11)	235	226	247	Las Vegas (94)	28	36	42
Colorado Springs-Pueblo (99)	36	39	38	Laurel-Hattiesburg, Miss. (165)	—	9	29
Columbia, S.C. (86)	22	36	85	Lexington, Ky. (75)	38	67	55
Columbia-Jefferson City, Mo. (151)	13	33	33	Lima, Ohio (197)	—	—	19
Columbus, Ga. (115)	34	31	19	Lincoln-Hastings-Kearney, Neb. (95)	17	51	14
Columbus, Ohio (33)	85	115	127	Little Rock, Ark. (55)	65	77	86
Columbus-Tupelo, Miss. (131)	7	35	54	Los Angeles (2)	515	514	685
Corpus Christi, Tex. (122)	26	27	27	Louisville, Ky. (46)	56	91	95
Dallas-Fort Worth (8)	248	280	251	Lubbock, Tex. (150)	13	25	22
Davenport, Iowa-Rock Island-Moline, Ill. (79)	40	51	58	Macon, Ga. (130)	16	42	20
Dayton, Ohio (49)	61	85	74	Madison, Wis. (90)	32	46	37
Denver (19)	143	137	171	Mankato, Minn. (208)	—	12	—
Des Moines (66)	41	64	60	Marquette, Mich. (184)	—	18	—
Detroit (7)	257	222	352	McAllen-Brownsville, Tex. (114)	23	30	22
Dothan, Ala. (159)	8	40	—	Medford, Ore. (152)	13	19	28
Duluth, Minn.-Superior, Wis. (123)	27	28	27	Memphis (41)	51	111	132
El Centro-Yuma, Calif. (181)	5	6	8	Meridian, Miss. (177)	17	8	5
El Paso, Tex. (102)	31	30	38	Miami (14)	156	99	176
Elmira, N.Y. (169)	8	—	13	Milwaukee (28)	88	92	116
Erie, Pa. (141)	21	20	37	Minneapolis-St. Paul (13)	143	213	167
Eugene, Ore. (120)	24	31	16	Minot-Bismarck-Dickinson, N.D. (148)	8	25	33
Eureka, Calif. (187)	—	8	9	Missoula, Mont. (174)	17	14	16